

**IMPORTANT NOTICE:**  
**THE MESSAGE THERAPY BOARD RULE REGARDING**  
**ADVERTISING, 345-10-.03, HAS BEEN REVISED.**  
**THE CURRENT RULE (SEE BELOW) BECAME EFFECTIVE**  
**JULY 22, 2009**

- The Board revised the rule to now require an individual licensee's active license number be included on all forms of advertisement effective no later than October 31, 2010.
- Establishments providing massage therapy services by more than one licensed massage therapist are to include the phrase "Georgia Licensed Massage Therapist"

**It is the responsibility of all licensed massage therapists to check the board's website, <http://www.sos.georgia.gov/plb/massage>, for information and announcements regarding their licenses.**

**345-10-.03 Advertising.**

- (1) It shall be considered a violation of the massage therapy practice act to:
- (a) publicly misrepresent oneself to be a massage therapist in any form of advertisement unless the individual has an active, valid license issued by the Board to practice massage therapy in Georgia;
  - (b) advertise massage therapy services *in conjunction* with adult entertainment, escort or dating services.
- (2) Only duly licensed massage therapists practicing in accordance with the Board rules and Georgia law may practice massage therapy in Georgia, or, use in connection with their own name or that of their business or employer, the terms massage, massage therapy, massage therapist, massage practitioner, or the letters M.T. or L.M.T. or any other representation either direct or indirect, indicating to the general public that massage therapy is provided or available. Such activities are prohibited unless the provider is an actively licensed massage therapist by the Georgia Board of Massage Therapy.
- (3) Actively licensed massage therapist shall include their Georgia massage therapy license number on all forms of advertisement no later than October 31, 2010.
- (4) Establishments providing massage therapy services by more than one licensed massage therapist shall include on all forms of advertisement no later than October 31, 2010 the following statement: "Georgia Licensed Massage Therapists" on all forms of advertisement no later than October 31, 2010.

Authority O.C.G.A. Secs. 43-1-10, 43-1-19, 43-1-24, 43-1-25, 43-24A-3, 43-24A-7, 43-24A-8, 43-24A-10, 43-24A-13 to 43-24A-15, 43-24A-17, 50-13-3. **History.** Original Rule entitled "Advertising" adopted. F. July 5, 2007; eff. July 25, 2007. **Repealed:** New Rule of same title adopted. F. July 2, 2009; eff. July 22, 2009.